

## Message Text

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PAGE 01 TEHRAN 02517 01 OF 02 121300Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /046 W  
-----084724 121302Z /53

R 121123Z MAR 78  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7370  
AMEMBASSY ABU DHABI  
AMEMBASSY ATHENS  
USINT BAGHDAD  
AMCONSUL DHAHRAN  
AMEMBASSY DOHA  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMCONSUL KRACHI  
AMEMBASSY KUWAIT  
AMEMBASSY KABUL  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT

UNCLAS SECTION 1 OF 2 TEHRAN 02517

E.O. 11652: N/A  
TAGS: BEXP, IR  
SUBJ: FOOD PROCESSING AND PACKAGING EQUIPMENT  
EXHIBITION, MARCH 5-9, 1978

1. A TOTAL OF DLS 8,877,565 WORTH OF BUSINESS WAS REPORTED  
BY THE THIRTEEN PARTICIPANTS IN SUBJECT EVENT. OFF-  
THE-FLOOR SALES OF DLS 1,062,565 GIVES POSITIVE INDICATION  
THAT BOTH PRODUCT MIX AND AUDIENCE IDENTIFICATION  
WERE ON TARGET. EXHIBITOR SATISFACTION WITH THE SHOW WAS  
UNANIMOUS. 100 PERCENT OF THE PARTICIPANTS REPORTED  
FULLY ACHIEVING THEIR MARKETING OBJECTIVES. ALL NINE  
OF THE PARTICIPANTS LOOKING FOR REPRESENTATION APPOINTED  
OR ARE CURRENTLY NEGOTIATING WITH QUALIFIED  
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PAGE 02 TEHRAN 02517 01 OF 02 121300Z

REPRESENTATIVES--SIX REPS WERE ACTUALLY SIGNED  
DURING THE SHOW.

2. UNFORESEEN DELAYS IN GETTING THE CATALOG BACK  
FROM THE PRINTER RESULTED IN A FORCED REDUCTION OF  
LEAD TIME IN MAKING MAILINGS TO SOME 2,000 END-  
USERS. TO COMPENSATE FOR THE NARROW TIME FRAME

WHICH PERMITTED ONLY TEN DAYS BEFORE OPENING TO GET PROMOTIONAL MATERIAL INTO THE HANDS OF TARGET AUDIENCE, A MAJOR NEWSPAPER ADVERTISING CAMPAIGN WAS LAUNCHED. BASED ON BOTH ATTENDANCE FIGURES AND BUSINESS GENERATED WE FEEL THE CONCENTRATED ADVERTISING SCHEDULED CONTRIBUTED SIGNIFICANTLY TO THE SUCCESS OF THE SHOW.

3. STANDARD REPORTING FORMAT FOLLOWS:

(A) NUMBER OF PARTICIPANTS 13  
(B) NUMBER OF EXHIBITORS 13  
(C) NUMBER OTM EXHIBITORS 3  
(D) NUMBER NTM EXHIBITORS 10  
(E) TOTAL SALES OFF THE FLOOR 1,062,565  
(F) 12 MONTH PROJECTION 7,815,000  
(G) NUMBER OF LEADS OBTAINED 264  
(H) REPS APPOINTED DURING SHOW 6  
(I) REPS UNDER NEGOTIATION 25  
(J) OBJECTIVES ACHIEVED:  
FULLY 13  
NO 0  
PARTIALLY 0  
(K) NUMBER OF REGISTERED VISITORS 407

4. COMMENTS FOLLOW:

AMERICAN CAN: IRAN APPEARS TO HAVE EXCELLENT POTENTIAL  
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PAGE 03 TEHRAN 02517 01 OF 02 121300Z

FOR OUR PRODUCTS AND TECHNOLOGY. THE NEED EXISTS AND WE CERTAINLY HOPE TO PROVIDE EQUIPMENT, MATERIALS AND TALENT OF HIGH QUALITY NECESSARY TO SERVICE THIS MARKET AREA.

BEEHIVE EXPORT: GOOD SHOW--EVERYONE VERY COOPERATIVE--EXPECT MARKET TO BE PROFITABLE TO BEEHIVE OVER THE NEXT FEW YEARS, BARRING ANY GOVERNMENT HURDLES ETC.

BETTCHER INDUSTRIES: THE SHOW AT THE TRADE CENTER HAS MADE IT POSSIBLE FOR OUR COMPANY TO BE EXPOSED TO THIS NEW MARKET IN A VERY COMPETENT AND EFFICIENT WAY.

DEMACO DE FANCISCI: SEEMS TO BE AN EXCELLENT MARKET FOR THIS PRODUCT. TRADE CENTER HAS BEEN MOST HELPFUL. SHOW WAS WELL ORGANIZED AND WELL ATTENDED.

DOMAIN INDUSTRIES: HUGE POSSIBILITIES FOR OUR PACKAGING EQUIPMENT, BUT OPEN ONLY FOR WELL STRUCTURIZED IRANIAN COMPANIES. U.S. TRADE CENTER STAFF COOPERATION:

EXCEPTIONALLY GOOD AND EFFICIENT.

ECONOCORP: ECONOCORP IS PLEASED WITH THE TRADE CENTER ACCOMPLISHMENT OF INTRODUCING TO US A MARKET WHICH SEEMS WELL SUITED FOR OUR PRODUCT LINE. WE EXPECT OUR INITIAL SUCCESS TO BECOME A STEADY SOURCE OF EXPORT ACTIVITY.

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PAGE 01 TEHRAN 02517 02 OF 02 121304Z  
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /046 W  
-----084726 121308Z /53

R 121123Z MAR 78  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7371  
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AMEMBASSY DOHA  
AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMCONSUL KRACHI  
AMEMBASSY KUWAIT  
AMEMBASSY KABUL  
AMEMBASSY MANAMA  
AMEMBASSY MUSCAT

UNCLAS SECTION 2 OF 2 TEHRAN 02517

GIRTON MFG: STAFF HAS BEEN MOST HELPFUL. SEVERAL GOOD  
PROSPECTS WERE OBTAINED. ONE SALE MADE ON THE FLOOR.  
ONE OF THE BETTER SHOWS WE HAVE TAKEN PART IN.  
HOBART CORPORATION: THIS SHOW WAS A WELL ORGANIZED  
ONE. WE EXPECT BETTER MARKET FOR OUR PRODUCTS.  
HOLLYMATIC: THE FUTURE FOR SELLING MEAT PROCESSING  
EQUIPMENT IN IRAN DEPENDS SUBSTANTIALLY ON THE  
POLICY THE GOVERNMENT IS GOING TO APPLY IN THE FIELD  
OF MEAT IMPORTS, LICENSES ALLOCATION AND RETAIL PRICE  
CONTROLS. THIS WILL DETERMINE FUTURE SALES POTENTIALS.  
MANLEY: IT LOOKS LIKE AN EXCELLENT MARKET FOR OUR  
PRODUCT. SHOW WAS WELL ORGANIZED. THE STAFF IS  
QUITE COMPETENT AND HAS BEEN VERY HELPFUL.  
MARSH STENCIL: WE ARE SATISFIED WITH THIS EXHIBITION.  
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PAGE 02 TEHRAN 02517 02 OF 02 121304Z

MARKET POTENTIAL IS HIGH. THE EFFORTS OF TRADE  
CENTER STAFF ARE APPRECIATED.  
PROCTER & SCHWARTZ: MARKET FOR PROCESSED FOODS AND  
EQUIPMENT TO MANUFACTURE IS DEVELOPING VERY SLOWLY.  
WE HOPE WE WILL SEE SOME RESULTS TO ENCOURAGE  
FURTHER EFFORTS IN IRAN. DOING BUSINESS IN IRAN  
SEEMS TO BE DIFFICULT AND WE HOPE COMMUNICATIONS  
WILL IMPROVE. RECEPTION AND INTEREST IS GOOD,  
TRADE CENTER IS TRYING HARD IN A DIFFICULT MARKET.  
WERNER LEHARA: PERSONNEL VERY COOPERATIVE AND  
ATTENDANCE AS EXPECTED OF HIGH QUALITY. MARKET  
CONTINUES TO BE PRODUCTIVE AND WE WILL CONTINUE  
OUR EFFORTS IN IRAN.  
SULLIVAN

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## Message Attributes

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**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014